

[Translation]

January 5, 2023
SEVEN-ELEVEN JAPAN CO., LTD.

Creation of 50th Anniversary Logo for the Foundation of Seven-Eleven Japan

We will take a new step forward based on our future aim of
“Building a joyful future, together”

SEVEN-ELEVEN JAPAN CO., LTD. (Headquarters: Chiyoda-ku, Tokyo; President & Representative Director: Fumihiko Nagamatsu) will celebrate the 50th anniversary of our foundation this year. We were established as York-Seven Co., Ltd., our predecessor, in November 1973. We then opened the first 7-Eleven store at Toyosu, Koto-ku, Tokyo in May 1974 the following year. Since then, we have aimed to make close and convenient stores involved in the daily lives of our customers. We have reached where we are today together with our customers, franchise stores, business partners and communities.

We will use our 50th anniversary logo designed by the creative director Kashiwa Sato in various information dispatches going forward as we celebrate the milestone of the 50th anniversary of our foundation.

The number “50” in this logo is comprised of red, green and orange tri-stripes that are the identity of 7-Eleven. This image depicts the journey of the past 50 years as we have grown together with everyone and the realization of a sustainable and prosperous recycling-oriented society which we will continue to work on as we form bonds with communities. Moreover, the design reminiscent of the symbol for infinity (∞) expresses the infinite possibilities which arise from this joint development.

7-Eleven has formulated our future aim of “Building a joyful future, together” for the next 50 years. We will now take a new step forward to realize rich lives all over the world in any situation.

■ Seven-Eleven Japan’s 50th Anniversary Logo and Concept



We want this symbol to convey our gratitude to all our customers, franchise stores, business partners, producers, employees and other staff members involved in 7-Eleven, communities, and all our other stakeholders. At the same time, it expresses our desire and intention to build a joyful future together with everyone.